## DESIGN AND MERCHANDISING
### Interior Design and Merchandising Option B, 52.1900.3

**STANDARD 1.0—ANALYZE FACTORS THAT INFLUENCE HUMAN BEHAVIOR IN A DESIGN AND MERCHANDISING ENVIRONMENT**

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| 1.1 | Describe how personal values influence choices and goals |
| 1.2 | Explain how culture influences behavior |
| 1.3 | Develop social awareness related to diversity |
| 1.4 | Identify anthropometrics and how they affect designs |
| 1.5 | Explain the influence of physical attributes (including disabilities) on clothing designs and human environments |

**STANDARD 2.0—APPLY MATHEMATICAL PROCESSES TO PROBLEMS IN DESIGN AND MERCHANDISING**

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| 2.1 | Express problems in design and merchandising using numeric, symbolic, and/or graphic representations |
| 2.2 | Perform mathematical calculations in the context of design and merchandising related problems |
| 2.3 | Demonstrate knowledge of units of measurement (English and metric) |
| 2.4 | Use technology in the solution of math-related problems |
| 2.5 | Calculate material quantities needed for a design project |

**STANDARD 3.0—DEMONSTRATE DRAWING AND VISUALIZATION SKILLS REQUIRED FOR DESIGN AND MERCHANDISING**

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| 3.1 | Employ various types of drawing media and surfaces in traditional or digital form used in a design environment |
| 3.2 | Illustrate basic elements and principles of design using traditional or digital media |
| 3.3 | Apply fundamentals of color theory in traditional or digital media |

**STANDARD 4.0—APPLY MEASUREMENT TECHNIQUES**

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| 4.1 | Identify common measurement tools used in design and merchandising and their functions |
| 4.2 | Select an appropriate measurement technique for a specific measurement need |
| 4.3 | Select and use the appropriate measurement tool for the task |
| 4.4 | Determine the degree of accuracy required for a specific task or situation |

**STANDARD 5.0—ANALYZE THE PRINCIPLES AND ELEMENTS OF DESIGN**

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| 5.1 | Identify key elements and principles of design |
| 5.2 | Demonstrate the use of basic design elements and principles |

Technical knowledge and skill standards were validated by a Skill Standards Validation Committee on October 10, 2008.

| 5.3 | Demonstrate an understanding of color principles |
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| 5.4 | Differentiate between hue, value, and intensity |
| 5.5 | Explain how color impacts design |
| 5.6 | Evaluate the elements and principles of design used in products |

| **STANDARD 6.0—EVALUATE TEXTILES, FIBERS, AND FABRICS** ||
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| 6.1 | Explain the history of fibers and fabrics |
| 6.2 | Identify the characteristics of natural and manufactured fibers |
| 6.3 | Identify the characteristics of fabrics with various yarn construction |
| 6.4 | Compare woven, knit, and other methods of fabric construction |
| 6.5 | Explain fabric finishes and color application methods |
| 6.6 | Evaluate fibers and fabrics for specific end uses |
| 6.7 | Apply labeling information to care for fabrics |

| **STANDARD 7.0—UNDERSTAND THE OPERATIONS OF RETAILING** ||
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| 7.1 | Define quality customer service |
| 7.2 | Demonstrate selling techniques that meet client buying needs and motives |
| 7.3 | Explain merchandise buying practices |
| 7.4 | Explain how to receive, mark, and stock merchandise |
| 7.5 | Explain the relationship among pricing, profit, and customer's perception of value |
| 7.6 | Analyze the relationship of customer service and customer satisfaction on business success |
| 7.7 | Identify codes and standards that stores must implement to meet the needs of customers and workers with disabilities |

| **STANDARD 8.0—EXHIBIT MARKETING SKILLS FOR THE SUCCESS OF DESIGN AND MERCHANDISING BUSINESS** ||
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| 8.1 | Explain merchandise buying practices |
| 8.2 | Understand visual merchandising and its impact |
| 8.3 | Assemble a visual marketing presentation |
| 8.4 | Create product displays using the elements and principles of design |

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| 8.5 | Explain the use of promotional activities to market products and services |
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| 8.6 | Understand ethical behavior in marketing and apply persuasion appropriately to create goodwill and trust |

| STANDARD 9.0—INTERPRET THE ROLE OF AN INTERIOR DESIGN AND MERCHANDISING SMALL BUSINESS IN THE ECONOMY | |
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| 9.1 | Explore the role of small business in local, state, national, and international economies |
| 9.2 | List factors, including personal traits, that contribute to small business success |
| 9.3 | Compare and contrast the advantages and disadvantages of sole proprietorships, partnerships, and corporations |
| 9.4 | Analyze the relationship of customer service and customer satisfaction on the success of a business |

| STANDARD 10.0—ANALYZE ART PERIODS AND DESIGN STYLES | |
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| 10.1 | Compare art periods and design styles |
| 10.2 | Discuss the influences of art on interior design |
| 10.3 | Explain how architecture, furniture, and furnishings have been influenced by technology, mass production, and prosperity cycles throughout history |
| 10.4 | Describe characteristics of different styles of architecture, interiors, furniture, and furnishings |

| STANDARD 11.0—ANALYZE THE INTERIOR DESIGN AND HOUSING INDUSTRY | |
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| 11.1 | Describe factors influencing the interior design industry |
| 11.2 | Examine trends in housing |
| 11.3 | Identify factors that influence design and development in housing and interiors |
| 11.4 | Describe the impact of technology on housing and interior design |
| 11.5 | Evaluate an existing plan using the 7 principles of Universal Design |

| STANDARD 12.0—DETERMINE ISSUES IN HOUSING | |
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| 12.1 | Identify individual and family needs (standards, goals, financial resources, human resources, and community preferences) in planning housing interiors |
| 12.2 | Relate how geographic locations, safety, security, energy-efficiency, aesthetic preferences, and required maintenance affect housing choices for individuals, families, and communities |
| 12.3 | Analyze construction specifications and quality to meet the needs of special populations |
| 12.4 | Explain basic housing construction and finishing considerations |
| 12.5 | Examine the effects of landscaping on housing and the larger environment |
| 12.6 | Summarize the impact of current and emerging trends and issues on housing needs of individuals, families, and communities |

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| **STANDARD 13.0—CHOOSE FURNISHINGS AND ACCESSORIES** | |
| 13.1 | Determine the use of furnishings and products in meeting specific housing and interior needs |
| 13.2 | Identify types of accessories and demonstrate proper arrangement for needs of consumers (including the aging population and physically challenged) |
| 13.3 | Analyze upholstered furniture and explain criteria for judging the quality of furniture |
| 13.4 | Assess aesthetic and functional aspects of furniture |
| 13.5 | Describe factors to be considered when coordinating furniture and accessories |
| 13.6 | Compare characteristics of home furnishings and appliances (i.e., performance, safety, cost, quality, efficiency, and space) |
| 13.7 | Evaluate various interior furnishings, appliances, and equipment considering design elements |
| **STANDARD 14.0—ANALYZE INTERIOR MATERIALS AND PRODUCTS** | |
| 14.1 | Compare floor coverings, wall coverings, and window treatments. |
| 14.2 | Compare the features of kitchen and bath surfaces |
| 14.3 | Examine and select textiles for their quality and appropriateness for household use |
| 14.4 | Apply guidelines in selecting appropriate lighting |
| 14.5 | Assess the environmental impact (green design) and sustainability of interior materials and products |
| 14.6 | Choose color schemes for rooms from paint, wallpaper, flooring, and fabric samples |
| 14.7 | Analyze kitchen and bath fixtures and equipment |
| 14.8 | Identify carpet styles in terms of construction, fiber content, and other quality factors |
| **STANDARD 15.0—EXPLAIN THE BASIC ELEMENTS AND PRINCIPLES OF INTERIOR DESIGN** | |
| 15.1 | Describe the influence of design elements and principles in interior design |
| 15.2 | Illustrate the application of design principles in interior design |
| 15.3 | Identify art principles as applied to housing and interiors |
| **STANDARD 16.0—DEMONSTRATE TECHNICAL KNOWLEDGE FOR INTERIOR DESIGN** | |
| 16.1 | Explore sources of information about standard interior specifications |
| 16.2 | Utilize applicable building codes, universal principles, and regulations in floor/space planning |
| 16.3 | Demonstrate measuring, estimating, ordering, purchasing, and pricing skills for interior furnishings and products |

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| 16.4 | Prepare a design plan that addresses needs, goals, and resources of diverse client populations |
| 16.5 | Determine traffic flow, activity, and existing architectural features in creating floor/space plans responding to needs of all populations (including the aging and physically challenged) |

**STANDARD 17.0—INTERPRET SCHEMATICS, BLUEPRINTS AND TECHNICAL DRAWINGS USED IN DESIGN AND MERCHANDISING**

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| 17.1 | Interpret blueprints and floor plans |
| 17.2 | Interpret spatial layout of three-dimensional form from two-dimensional drawing |
| 17.3 | Interpret dimensions, symbols, legends, scales, and directions |

**STANDARD 18.0—PREPARE VISUAL PRESENTATIONS FOR INTERIOR DESIGN**

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| 18.1 | Select art surfaces for use in visual presentations |
| 18.2 | Use studio tools for visual presentations |
| 18.3 | Demonstrate board drafting skills for interior design |
| 18.4 | Prepare scale drawings |
| 18.5 | Use computer-aided resources in drafting for interior design |
| 18.6 | Prepare a color board visual presentation |